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We claim:

1. An ordered liquid crystalline phase cleansing composition comprising:

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(a) about 3 to about 30% by weight of a surfactant system including at least one surfactant selected from an anionic, amphoteric, cationic and nonionic surfactant and mixtures thereof, wherein at least one anionic surfactant must be present;

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(b) about 0.1% to about 15% by wt. of an ordered liquid crystalline phase inducing structurant;

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(c) about 0.1 to about 25% by weight of organogel particles of from about 0.05 to about 10 millimeters in diameter, the particle comprising a benefit agent that is a liquid at about 75°C and a gelation agent that is a solid at about 25°C, the proportions of the gelation agent to benefit agent being between about 0.05% to about 70% by weight gelation agent to benefit agent, the solidification or gelation temperature of the mixture being at or above about 25°C; and

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wherein said ordered liquid crystalline phase composition has a viscosity of about 40,000 to about 300,000 cps at 25 C.

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2. A composition according to claim 1 further comprising about 1% to about 35% by weight of a free emollient wherein the level of the emollient is equal to or in excess of the level of surfactant;

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3. A composition according to claim 1 further comprising greater than about 30% by weight water.
4. A composition according to claim 1 wherein the gelation agent comprises an organic compound selected from a solid organic compound, a wax, and a polymer.
5. A composition according to claim 1 wherein the benefit agent comprises an oil that is a liquid at about 25 C.
6. A composition according to claim 1 wherein the benefit agent is a solid at about 25°C.
7. A composition according to claim 1 wherein the ordered liquid crystalline phase cleansing composition is a lamellar composition.
8. A composition according to claim 1 wherein the particle has an average diameter of between about 0.1 and about 3 millimeters and the proportions of the gelation agent to benefit agent are between about 0.5% to about 50% by weight gelation agent to benefit agent.
9. A composition according to claim 1 wherein the particle has an average diameter of between about 0.1 and about 1.0 millimeters and the proportions of the gelation agent to benefit agent are between about 0.5% to about 40% by weight gelation agent to benefit agent.
10. A composition according to claim 1 wherein the particle has an average diameter of between about 0.1 and about 2 millimeters and

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the proportions of the gelation agent to benefit agent are between about 0.5% to about 30% by weight gelation agent to benefit agent.

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11. A composition according to claim 1 wherein the particle is aspherical.

12. A composition according to claim 1 wherein the gelation agent forms a network of solid gelation agent within the particles formed of the benefit agent.

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13. A composition according to claim 1 wherein the particle contains a gradation of concentration of the gelation agent, with higher concentration of the gelation agent at the surface of the particles than at the core of the particles.

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14. A composition according to claim 1 wherein the surfactant system is present at a concentration level of at least about 7% by weight.

15. A composition according to claim 1 wherein the surfactant system includes a mixture of anionic and amphoteric surfactants.

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16. A composition according to claim 3, wherein the anionic surfactant is an alkali metal, C8 -C16 ether sulfate, and the amphoteric surfactant is selected from an amphotoacetate and an amidoalkyl betaine.

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17. A composition according to claim 1 wherein the ordered liquid crystalline phase inducing structurant is selected from a C8 to C24 alkenyl or branched alkyl fatty acid or ester thereof, a C8 to C24 alkenyl or branched alkyl alcohol or ether thereof, a C5 to C10 linear alkyl fatty acid, trihydroxystearin, and mixtures thereof.

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- 5 18. A composition according to claim 1 wherein the benefit agent is selected from vegetable oils, esters, animal fats, mineral oil, petrolatum, silicone oil and mixtures thereof.
- 10 19. A composition according to claim 1 further comprising about 0.01 to about 3% by weight of a cationic polymer skin feel agent selected from cationic polysaccharides, cationic copolymers of saccharides and synthetic cationic monomers, synthetic cationic polymers, polymeric quaternary ammonium salts of hydroxyethylcellulose, cationic proteins, and their salts, derivatives and mixtures thereof.
- 15 20. A composition according to claim 5, wherein the benefit agent is selected from sunflower seed oil, soybean oil, castor oil, almond oil, safflower oil, sesame oil, canola oil, jojoba oil olive oil and mixtures thereof.
- 20 21. A composition according to claim 5, wherein the ordered liquid crystalline phase inducing structurant is selected from lauric acid, oleic acid, palm kernel acid, palm fatty acid, coconut acid, isostearic acid, and mixtures thereof.
- 25 22. A composition according to claim 1, comprising about 10 to about 25% surfactant.
23. A method for depositing a benefit agent on to the skin or hair with an ordered liquid crystalline phase cleansing composition, said composition comprising:

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(a) about 3 to about 30% by weight of a surfactant system including at least one surfactant selected from an anionic, amphoteric, cationic and nonionic surfactant and mixtures thereof, wherein at least one anionic surfactant must be present;

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(b) about 0.1% to about 15% by wt. of an ordered liquid crystalline phase inducing structurant;

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(c) about 0.1 to about 25% by weight of particles of from about 0.05 to about 10 millimeters in diameter, the particle comprising a benefit agent that is a liquid at about 75°C and a gelation agent that is a solid at about 25°C, the proportions of the gelation agent to benefit agent being between about 0.05% to about 70% by weight gelation agent to benefit agent, the solidification or gelation temperature of the mixture being at or above about 25°C; and

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wherein said ordered liquid crystalline phase composition has a viscosity of about 40,000 to about 300,000 cps at 25 C.

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24. The method of claim 22 wherein the ordered liquid crystalline phase cleansing composition is a lamellar composition.